

THE MAGAZINE FOR THE SWISS ABROAD

S W I S S

REVIEW

OCTOBER 2013 / NO. 5



René Burri –  
the 80-year-old Swiss photographer  
has long been a legend

Swiss tourism –  
balancing tradition and  
new trends

National ice hockey team –  
hopes and fears  
ahead of Sochi



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## Viewpoints and perceptions

**I**NTERLAKEN WAS THE STAGE OF A STRANGE SPECTACLE this mid-September: Ueli Maurer, Swiss President and, in this capacity, guest speaker at the conference of the Swiss publishing industry, was met with boos and jeers instead of applause. What had happened? Maurer had expressed his views to the publishing industry gathered before him. He had said that a media monopoly on opinion existed in Switzerland, media coverage was one-sided, everyone took the same line and the concerns of Maurer's Swiss People's Party (SVP) were suppressed as much as possible. His analysis annoyed the senior management of the media groups so much that they lost their composure. It is not just embarrassing, it is also alarming that the media – the newspapers, radio stations and television channels that analyse and criticise the work of politicians, and many other figures, on a daily basis, should react so sensitively to criticism of their own endeavours. This is not the place to assess whether Maurer's analysis was right or not – as is so often the case, it is a matter of perception.



There was also an opportunity for reflection on perceptions in Switzerland after 1 August. Many prominent speakers – including Ueli Maurer, who appeared at nine different venues – contemplated Switzerland's role and its relationships with the rest of the world on Swiss National Day. Some quotations from speeches made on 1 August can be found on page 31.

How Switzerland is perceived in the world also depends heavily on what places foreign visitors – commonly known as tourists – visit in our country and what experiences they have. How tourism in Switzerland is changing – and needs to change – and what this means for our country is explored in the article on our focus topic on page 8 onwards.

A fierce referendum debate will take place in Switzerland over the coming weeks. The battle over the 1:12 initiative, which calls for the highest salary in a company to be capped at twelve times the lowest, is being fought with the gloves off – and with figures and statistics that differ greatly depending on the political standpoint. The background to the arguments for and against the initiative is outlined on page 15.

A look at the statistics on wealth and prosperity in Switzerland and the rest of the world is also interesting in this respect. According to Credit Suisse statistics, one thousandth of the world's population lives in Switzerland and one percent of all billionaires. In Switzerland, one percent of the population owns 58.9 percent of the national wealth. In Denmark, the figure is 36.1 percent, in the USA 34.1, in France 28.7 and in the UK 20.1. Germany is in ninth place with 17.3 percent. This concentration of wealth in Switzerland is clearly the result not just of large salaries and other income but also of the tax situation. Many foreign governments are aware of this and are responding accordingly – the new inheritance tax agreement sought by France is just one such example.

BARBARA ENGEL

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Cover photo: René Burri, photographed by Sandro Campardo at the Musée de l'Elysée in Lausanne during the "René Burri – Retrospective 1950–2000" exhibition in 2004.

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### Highest compliments

I want to compliment you and your staff on the outstanding recent issues of the "Swiss Review". I find them to be so much improved. As a retired transportation engineer and researcher, I especially appreciated the cover photo and pictures of the Rhaetian Railway in the August Review. More important is the coverage you give to issues of importance to Swiss people. Swiss newspaper articles cover daily happenings, but the comprehensive overview you give an issue is refreshing and helps me to understand Swiss people's views. Thank you for the superb job you are doing.

CAMPBELL GRAEUB  
WASHINGTON, DC, USA

### Deeply offended

We are deeply offended by your article "Voluntary military service?". In it you write and I quote: "Maurer also points to the enormous recruitment problems of volunteer armies. He says Spain has to draft in people from South America, and the UK recruits its volunteers from prisons." That, my dear man, is totally untrue and extremely offensive to our volunteer soldiers who lay their lives on the line for their country. The UK does not recruit from prisons. This is a slander to say the least by Mr. Maurer, and disrespectful to British soldiers.

EDITH MASON, VIA EMAIL

### Unconditional Basic Income

I am very pleased the Swiss will be voting on unconditional basic income UBI in an upcoming referendum. UBIs will be crucial to sustaining societies in future, calling for immense change in government, work, education, and families, but they can/will succeed – if kept simple. The Manitoba Social

Experiment, a pilot UBI that was buried, demonstrated that some did not work – as has been and will be the case in every society – some continued with the same work, and some chose entirely different work!

SELMA NUSSBAUMER-ROTH  
DEEP RIVER, CANADA

### Basic income, seriously...

An interesting article but, honestly, receiving money for nothing in return? I might have old-fashioned views but this simply will not work. Someone earning 6,000 Swiss francs is to suddenly receive just 3,500? What is the point of that? It equates to a 42% pay cut. And who is going to meet all the costs? I can't imagine that prices in Switzerland will fall to the same extent. Be realistic, people – forget this nonsense and start doing a proper job instead of filling the minds of the public with such pipe dreams.

RENE SCHNEIDER,  
MANLY VALE, AUSTRALIA

### Switzerland plans its post-nuclear energy future

Many thanks for this extremely informative article. So, Switzerland is now also planning to enter the age of so-called "renewable" energies after the shock of the Fukushima disaster. Having read the article, I get the impression that this is taking place in true Swiss fashion based on objective debate between the various interest groups. I trust and hope for Switzerland's sake that decisions will ultimately be taken without the ideological blinkers that have led to ridiculous, billion-euro bad investments by Switzerland's northern neighbour and consequently to undesirable developments and additional costs that nobody foresaw due to their political blindness.

WERNER GEISER,  
GELSENKIRCHEN, GERMANY

## Switzerland: a self-experiment

DO YOU REALLY have to walk through the Gotthard railway tunnel with two railway linesmen in order to understand Switzerland? Of course not, even if the book's title is: "33 things you must do in Switzerland". But the example illustrates the lengths gone to by the author Wolfgang Koydl, Switzerland correspondent for the "Süddeutsche Zeitung". The book's subtitle is "A Teutonic Self-Experiment". Koydl had never visited Switzerland before taking up his post in 2011. This is now his second book on the subject of his journalistic observations.

This German writer is clearly fascinated by Switzerland. He finds the country inexhaustible and "richer than some larger countries that have long since lost many traditions and peculiarities to the uniformity of the global mainstream", as Koydl writes in the foreword. He has gathered

together well-known and little-known facts about politics, culture, business, sport and traditions and has not shied away from looking at clichés either. He has produced a collection of short pieces of reportage in which he is often the main protagonist. The reader accompanies the author when he visits the major Swiss bank UBS on Zurich's Paradeplatz to open an account and gets the bank employee all flustered by adopting a feigned naivety. We go with him to the nearby Bahnhofstrasse where he enters a luxury watch shop to ask seemingly inappropriate questions ("Why are these watches all so chunky?"). We look over his shoulder when he observes goings-on on the Jungfrauoch and when he does voluntary work in the remote Val Calanca. Koydl also sits behind the steering wheel of a large Swiss Postbus, discovers what it is like to be overpowered during a bout of Swiss wrestling, and attends a course on Swiss dialect. He is present during the recruitment of Swiss guards, spends a day lounging around the Federal Palace, studies the architecture and symbolic language of the parliament building and concludes: "The Swiss

Parliament's setting is rather theatrical, but its members are less so."

With an at times almost ethnological approach, he outlines the country's peculiarities – always with a comic touch and sometimes with deliberate exaggeration. Each piece of reportage also contains some well concealed basic information. Despite the extensive use of humour in his writing, the author goes on record as saying that he has come to admire and greatly respect his host

country. The polished and expert writing and elegant and ironic use of language make this book a very enjoyable read. It not only lends itself as introductory reading for foreigners living in Switzerland but also provides sophisticated insights for Swiss at home and abroad. What could enhance your perception of your own country more than an outsider's clever and mischievous observations? Probably very few Swiss have made such strenuous efforts to personally experience so many different facets of their own country.

JÜRIG MÜLLER



WOLFGANG KOYDL, "33 Dinge, die man in der Schweiz unbedingt getan haben sollte". Orell Füssli Verlag, Zurich 2013. 239 pages. CHF 19.90, around EUR 16.

## A king called Sempach – photos from the route to his coronation

He is 27 years old, 194 cm tall, weighs 110 kg, lives in Alchendorf in the canton of Berne, and was crowned champion of Swiss wrestling on 1 September 2013. Matthias Sempach



was undefeated in eight bouts at the Federal Alpine Wrestling Festival in Burgdorf. In the final, he triumphed over Christian Stucki from Lyss, who weighs 150 kg and is 198 cm tall. There

were also three Swiss abroad among the 278 wrestlers: Florian Hofmann from Norway – who survived all eight rounds – as well as Roger Badat and Daniel Kundert from Canada.



## From a world of glaciers to a fun park

Swiss tourism is going through hard times. The strong franc is deterring many of our traditional visitors from Europe, while new offerings are needed for our new, largely Asian, customers.

By Hubert Mooser



The Jungfraujoch, 3,471 metres above sea level, boasts Europe's highest train station and the gateway to a world of glaciers and mountains that even non-alpinists find impressive. The throng of people on sunny days is huge. To prevent visitors from stepping on one another's toes, the Jungfrau Railway lets no more than 5,000 people per day ride up to the "Top of Europe". Up there, between the Mönch and the Jungfrau, growing trends in global travel are clear to see: while the Japanese have long since become commonplace on the mountains, the number of visitors hailing from India, China and the rich Gulf States has been growing in recent years. These countries, along with Russia, Brazil and Australia, represent the new

growth markets for Switzerland Tourism. Asian guests are being touted by the media as saviours of the tourism industry – during the first six months of this year, they contributed 7.4 percent more overnight stays for the Swiss hotel industry. The number of overnight stays by Chinese tourists rose a whopping 22 percent. However, these success stories stand in sharp contrast to the current mood in winter sports resorts where business with the traditional, affluent clientele from EU countries such as Germany and France is sluggish.

### The climate factor

Urs Eberhard, Vice-President of Switzerland Tourism and Head of Markets and

Meetings, knows better than anybody just how important guests from Europe are for the tourism industry: "These guests still generate by far the largest percentage of overnight hotel stays," he says. In 2012, guests from Australia, Brazil, China, the Gulf States, India, Indonesia, Korea, Malaysia, Russia, Singapore, Taiwan and Thailand accounted for around 10 percent of overnight stays in Swiss hotels. Tourists from neighbouring countries, the Benelux countries and Great Britain, on the other hand, made up over 30 percent in 2012 and the Swiss around 45 percent. The strong franc has prompted many tourists from these countries to choose other more affordable destinations in recent years. The total number of overnight stays has seen a decline of nearly 7 percent since 2008, and this drop has hit alpine holiday tourism particularly hard.

Even more alarming to the promoters of Swiss tourism are other developments, such as climate change. When glaciers melt, tourist attractions are lost. A striking example of this is the Rhone glacier at the top corner of the canton of Valais. It has been shrinking in volume year after year, reducing the certainty of snow in resorts at lower levels and increasing the potential threat of natural catastrophes. Diminishing interest in skiing is



No longer satisfying tourists: the magnificent alpine panorama at the Gornergrat in the top photo and the pristine ski slopes

another worrying development. Norbert Patt, CEO of Titlis Rotair in Engelberg, says that the market is tough and shrinking – partly due to demographic trends. With the baby boom generation entering retirement age, hiking and golfing, not skiing, are the activities of choice. The vast majority of mountain railways, however, depend on winter tourism for their survival; most of them generate 90 to 95 percent of their revenue during the winter. “We will have surplus capacity in future since skiing regions will not close even though there are fewer skiers,” says Patt. In addition, quality expectations among guests have risen and competition from rivals in other countries is becoming fiercer. Acceptance of the second home initiative in March 2012, which limits the construction of holiday apartments, has further exacerbated the structural difficulties of alpine holiday resorts.

#### Support from the Federal Council

This means there are difficult times ahead for alpine holiday resorts and mountain railways. How to help is a question being considered at the highest level. Federal Councillor Johann Schneider-Ammann, Switzerland’s Economics Minister, wants to spend 200 million francs on giving the industry a helping hand. He believes the Swiss tourism industry, by international comparison, is too expensive and organised too locally. There are in fact 561 organisations throughout Switzerland working to promote tourism and 90 percent of the hotels have fewer than 50 beds. In the tourism industry, responses vary widely, from morale-boosting calls to friendliness campaigns to demands for radical cuts. Roland Zegg, CEO of the Tourism Forum for Alpine Regions, recently said in an interview that winter sports resorts had to learn to live with the fact that “core markets are stagnating or even on the decline”. Anybody claiming that skiing simply wasn’t “in” anymore should be ignored, he said. New packages were needed, offering something sexy and innovative, enjoyment and relaxation – especially if you do not have a Matterhorn.

Nobody is very worried in Zermatt, where the Matterhorn stands. Resort director Daniel Luggen does not expect that “we will have fewer skiers in the short or even medium term”. Some 1.2 billion francs is set to be invested in infrastructure expansion over the course of the next ten years. Peter

Bodenmann, former President of the Social Democratic Party and National Councillor, and now a hotel owner in Brig, says that the state should obligate the owners of hotels and holiday homes to purchase annual tickets for the mountain railways. Not only would that fill beds and skiing regions, it would also make skiing holidays cheaper. Guglielmo Brentel, President of Hotellerie Suisse, openly expresses his criticism of the industry: “We have a few lousy hotels here and they have to go.” Switzerland Tourism

is trying a different approach: a hospitality Oscar has been created, which will be awarded to the most customer-friendly hotels in Switzerland.

#### Nature was once adventure enough

Brothers Johann Rudolf and Hieronymus Meyer were most likely unaware of what kind of avalanche they would be causing when they climbed the Jungfrau’s 4,158-metre peak on 3 August 1811 together with their guides, Joseph Bortis and Alois Volken.



**Tourists from Asia usually want to see as many attractions as possible in a short space of time – almost all tours include visits to the cities of Berne and Lucerne and a trip to the Jungfrauoch**

### NATURE PARKS PROVING POPULAR

The Binn Valley is known the world over for its minerals. This sleepy side valley in Valais, where Swiss director Claude Goretta filmed Charles-Ferdinand Ramuz's novel "Si le soleil ne revenait pas" (If the Sun were Never to Return) in the 1980s, relies on sustainable tourism. For example, the Hotel Ofenhorn, which dates back to the Belle Époque, has been reno-



vated with great attention to detail. Today it is a listed building. The Binn Valley's recognition as a regional nature park in 2011 was a stroke of luck for the hotel. This attracted both national and international attention. "In the past six or seven years we've managed to double our turnover," says Andreas Weissen, president of the organisation Pro Binntal, which revived the guesthouse years ago. For the past few years Weissen's main job has been as director of the Swiss Parks Network. He says that while parkland may present an opportunity, you still have to make something of it. He sees the greatest potential for the future in nature and cultural tourism. A new study also reveals how worthwhile these parklands are: 16 percent of the guests in Entlebuch, which also has a nature park, visited the region because of this reserve. The national park in the Lower Engadine was also the main attraction for 35 percent of visitors. Apart from the national park, there are currently 14 regional nature parks and one nature discovery park that are subsidised by the federal government.

That climb was akin to the start of alpine tourism in Switzerland. The real boom began 40 to 50 years later with English alpinists like Edward Whymper, who became the first person to stand atop the Matterhorn in 1865. Yet, there was not big money to be made from mountain climbing alone. Ways and means were also needed to transport non-climbers to regions high in the Alps. The idea of building a railway leading up to the Jungfrau was first proposed in 1869. The timing was right since at that time Switzerland was in the grip of a delusion that everything was possible, spurred on by railway development linking the alpine valleys. Railway projects were springing up all over the place: in Lucerne, work began in 1886 on a railway from Alpnachstad to Mount Pilatus. 1896 brought the start of construction for a railway to the Gornergrat in Zermatt, and in Martigny, in Lower Valais, the Martigny-Châtelard railway was built to connect the wild Val de Trient to the French resort of Chamonix at the foot of Mont Blanc. In their new function as stopovers between the Rhone Valley and Chamonix, sleepy mountain villages such as Finhaut were suddenly transformed into fashionable holiday destinations with luxury hotels. Towards the end of the 19th century, Finhaut became a meeting point for England's upper crust. Back then, experiencing nature and being close to the mountains was adventure enough. Finhaut's rapid decline began when skiing gained in popularity after the Second World War and summer tourism was relegated to a sideline business.

### Importance of summer is growing

Ski tourism now seems to have passed its peak as well. Switzerland Tourism is seeking to make skiing attractive to guests from the new growth markets. "We have defined China and Brazil as potential source markets for Swiss winter sports," says Vice-President Urs Eberhard. "There are around five million active skiers in China alone." Switzerland enjoys an extremely good reputation in China and is the number one foreign winter destination on people's wish lists. At the moment, Brazilians who enjoy winter sports are more likely to be drawn to France. "But we anticipate opportunities for us there, too." The potential exists, he says. According to Eberhard, however, there are signs that summer tourism will play a more prominent role in the future, in part because of the new growth mar-

kets but also as a result of looming climate change, says Eberhard. The Alps have not lost their fascination, and climate change could even bring additional guests to higher mountain regions if the cities start to get too hot.

For the time being, however, guests from these new faraway markets only visit a few locations in Switzerland. They breeze through the well-known sights: Zurich, Lucerne, Mount Pilatus, Mount Titlis, Interlaken and the Jungfrauoch, then the "Zytglogge" tower in Berne and on to Zermatt. Hotel owners in Zurich and Lucerne are delighted. Zurich Tourism reported a 20 percent increase among Chinese guests during the first half of 2013. In the Lucerne region, guests from China rose 8 percent during the same timeframe. This development does, however, have some drawbacks: there is growing displeasure in Lucerne about the many coaches clogging the streets and blocking the squares. At the moment, these group trips are largely motivated by "showcase products", as Eberhard calls Switzerland's well-known sights. Much like a visit to Paris would be inconceivable without seeing the Eiffel Tower, touring Switzerland without visiting Lucerne and Mount Titlis or Interlaken and the Jungfrauoch would be unthinkable. There is also a growing number of more seasoned guests, and the call for originality and authenticity is growing louder. Switzerland is challenged to create new destinations, routes and showcase products and add these to tour operators' catalogues.

This brings a certain pressure on hotels and guesthouses to adapt. "If guests come from new cultural environments, some changes have to be made to the products and services offered," says René Klopfer, President of the Interlaken Hotel Association, which has a number of years' experience with guests from India and the Middle East. It used to be that hotels had to adapt to the English way of life. "The British tradition of 'afternoon tea' was also once unknown in Switzerland." Now the new guests hail from India. That means more vegetarian options in the breakfast buffet, like tomatoes, eggs and cucumbers, says hotel owner René Klopfer. Chinese guests, on the other hand, need a lot of hot water for preparing their own herbal blends from home, and German guests still appreciate coffee and cake when they return from a hike. Other hotels go

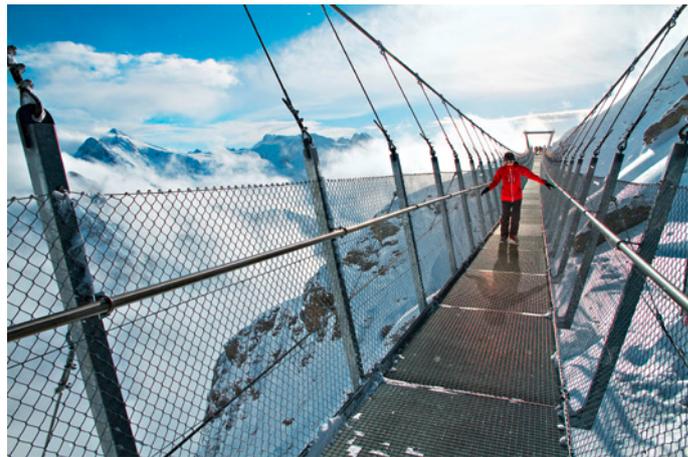
even further: the Hotel Metropol laid a carpet with an in-built compass so that Muslim guests would find it easy to know which way to face for Mecca during their prayers. A conference room can also be converted into a prayer room on request. "Accommodating several cultures under one roof is a huge challenge," says Klopfer. Sometimes it is a nearly impossible balancing act.

### Ice caves and spectacular suspension bridges

Changes also have to be made up at the top – in the mountains. Simply transporting a few Indian tourists to the peak without a tailored offering for them is not enough, says Patt of Titlis Rotair. "Indian tourists do not want to go downhill mountain biking or hiking, they come to Switzerland to experience snow in the mountains." Titlis Rotair is focusing on the concept of "feeling snow". One such initiative decades ago was the creation of an ice grotto in the glacier – and this cave has been such a success of late that the perspiration of the multitude of visitors is causing the glacier to melt. Now machines are needed to keep it cool. Another attraction was created with the construction of Europe's highest suspension bridge, the "Titlis Cliff Walk", which traverses a 500-metre deep abyss at an elevation of 3,020 metres. The purpose of this is to attract additional visitors.

People like Otto Steiner of Nidwalden are working hard to come up with fresh ideas for the holiday resorts. He creates so-called worlds of experience for resorts throughout Europe with the goal of boosting summer tourist figures. Steiner is a man in demand. He has designed a new visitor trail on the Jungfrauoch for the Jungfrau Railway and a spectacular observation platform for the Fiesch-Eggishorn aerial cableway.

Not everybody is happy about these developments, however. The Swiss Foundation for Landscape Conservation has been observing the Alps' transformation into a fun park with growing concern. With the number of skiers down and in an effort to fill mountain railways, tourist towns have been almost feverishly looking for new ways to attract visitors, says Anita Wyss, Project Manager at the Swiss Foundation for Landscape Conservation. "It seems as though suspension bridges are considered some sort of miracle cure at the moment," says Wyss. People think if they have a suspension bridge the



**Special attractions:** the "Titlis Cliff Walk" at 3,020 metres, the highest suspension bridge in Europe, and the 180 km<sup>2</sup> Binn Valley nature park in Valais

visitors will come as well. That might be true in the short term. Wyss doubts, however, that suspension bridges will generate a long-term increase in the number of visitors. In fact, one might wonder why anybody would come back to a valley multiple times simply because of a suspension bridge.

Even a sure-fire tourist attraction like the railway to the Jungfrauoch is planning additional investments in the next few years – to carry even more guests up the mountain.

New shuttles are planned to transport people to Europe's highest train station even more quickly. There were 833,000 visitors in 2012. Following this expansion, if not before, the annual number of visitors should hit the one-million mark. At least the Jungfrau Railway does not have to worry much about the future.

HUBERT MOOSER is an editor at the "Tages Anzeiger". He comes from Valais and lives in Berne.

### FIGURES AND TRENDS

The Swiss hotel industry recovered somewhat during the first half of 2013. Compared with the same period of the previous year, the number of overnight stays rose 1.2% to a total of 17.1 million. Domestic guests accounted for 7.6 million of those, 0.5% more than in 2012. There was an increase of 7.4% or 107,000 nights in the number of overnight stays by tourists from Asia. China (excluding Hong Kong) was up 22% (+62,000). That is the highest rate of absolute growth among all the various countries of origin. Good news for the Swiss hotel industry: overnight stays by guests from Europe (not including Switzerland) rose by a total of 29,000 (+0.4%) despite the fact that fewer guests came from the main tourist countries: Germany -2.7%, the Netherlands -3.2%, Italy -1.2% and France -0.6%. The Swiss Federal Statistical Office (FSO) reported a 2.9% increase year-on-year in overnight stays for the months of October to December 2012. Overnight hotel stays reached a high of 35.6 million in 1990, a figure that has only been exceeded once since then, namely in 2008.

## “Der Ogi” and matters of the heart

He has not been part of the Federal Council for over a decade. He steers clear of politics. Former Swiss President Adolf Ogi is nevertheless still considered by many people today as the embodiment of a decent politician. He is much in demand and has a high media profile. Switzerland sees in him the last down-to-earth father of the nation with old-school values. So, what exactly is he doing? Focusing his efforts on helping the disadvantaged and those in need. – We take a hike to meet Adolf Ogi in the wilds of Gasterntal.

By Marc Lettau



Adolf Ogi with children from Eastern Europe who receive medical care thanks to the Swisscor foundation

You sometimes have to observe things at a sufficient distance. For example, in summer 1992, NASA's space shuttle Atlantis sped around Earth 127 times. Claude Nicollier, Switzerland's first and only astronaut to date, was aboard. It was a big step for Nicollier and a giant step for Swiss space travel. The shuttle hurtled around the planet at 30,000 kilometres an hour. It is just that what Nicollier did in the freezing depths of outer space left no mark on Switzerland's collective consciousness. In contrast, the words that Federal Councillor Adolf Ogi shouted to Nicollier through the ether on 7 August 1992 via a sophisticated radio link remain etched in the mind: "Freude herrscht, Monsieur Nicollier!" (Joy abounds, Monsieur Nicollier!) – the words of congratulation immediately became a turn of phrase. Quoted thousands of times, it has become part of Swiss German vocabulary. Joy is even more wonderful when it not only exists but is ubiquitous, when "joy abounds".

### Distance from politics

The roles could not have been assigned more perfectly, as Ogi is not one for exploring the

cosmos. He is very much grounded and has a strong attachment to his homeland. He has mountain roots and a way of aptly expressing emotion and facts in just a few words like the inscriptions carved into wood on the old farm dwellings near his home in Kandersteg. Ogi does not hold any political office today. Nor has he been pulling the strings behind the scenes for his party, the Swiss People's Party (SVP), since standing down from the Federal Council. "Der Ogi" has nevertheless remained a prominent figure in Swiss life, almost like the embodiment of a father of the nation. The politician who was ridiculed as much as he was admired comes across as a man with no hidden agenda – Ogi does what he says. And Ogi says what he thinks. Making calculated statements is not his way. Ogi continues to dependably and tirelessly inspire confidence.

### Ten enquiries, eleven refusals

"I receive ten invitations every day and turn eleven down," remarks the 71-year-old. The eleven refusals do not seem to tally with Ogi's constantly high public profile. He is in great demand. Seven books have been writ-

ten about Ogi the politician and the man. The English translation of the biography already available in German and French will appear in the autumn. A non-academic, Ogi, who his political opponents constantly alleged came from a poorly educated background, is today found on tens of thousands of Swiss bookshelves.

### Greater acceptance than when actively engaged in politics

It is typical of Ogi to be pleased about his enduring appeal and popularity but to also put it into perspective: "I was never the textbook politician. I was a political newcomer, an interloper to some and perhaps a bearer of hope to others." The deeds of those who bear hope are sometimes glorified. Ogi reflects: "I have the impression that acceptance of my political achievements is greater today than when I was actively engaged in politics. Perhaps the level of approval is even unjustifiably high today." The traumatic events suffered by the Ogi family may well also have brought him closer to the people. In 2009, Adolf and Katrin Ogi lost their son. Mathias Ogi died at the age of just 35 from a rare form of cancer. This was a tragedy for Ogi, a man of great faith and hope: "I know that a great many people have to deal with terrible strokes of fate. But the death of Mathias is my greatest heartbreak. It leaves you searching for answers but finding none." His loss has made him appreciate how important young people are to him.

### On Ogi's trail in Gasterntal

But which young people does he mean? The best way to get an answer to this is not by looking in the archives but instead by hiking through Ogi's local area – taking in the Bernese Oberland, then walking to Kandersteg and on to Gasterntal, this wilderness with its rugged rock faces and raging waters. Ogi invited all the leading world figures here

when he was a Federal Councillor. He went hiking here with UN Secretary-General Kofi Annan. He comes here when in need of reinvigoration: "It is a valley of strength. It is a special place that brings you closer to nature, puts our achievements into perspective and forces us to reflect. Why are we here? What is our purpose as human beings?" This year he has come here on a rainy summer's day to show underprivileged children from Moldova his "valley of strength".

### Rain, thunder, lightning – and Ogi

Highly animated, Ogi talks to the young visitors about the importance of respect and showing consideration to people in need. He draws their attention to the beauty of nature. Spray falls down the mountain slopes on both sides of the Gasterntal. Ogi points to the force of the water and underlines that "nature is always more powerful than man". Right at that point, the landscape is lit up by lightning and a great clap of thunder rolls down the valley: "And nature answers when Ogi speaks." Some of the youngsters laugh. The children later thank him for the trip with a round of song. He is touched and wipes away tears.

### "I want Switzerland to show it has a heart"

Seated at a table later, Ogi says: "You must have noticed – that brought me to tears. The struggles of these children really moved me. It was like a film suddenly playing in my mind." A film about children in need, in poverty – poor in terms of material possessions, poor in terms of prospects. This was not a chance encounter; it is a legacy from Ogi's time on the Federal Council. As Defence Minister, he set up the Swisscor foundation in 2000. Swisscor invites needy and disabled children from Eastern Europe to Switzerland and provides them with medical care here: "I want Switzerland to show it has a heart. I want these children to receive Swiss-quality care. I don't want money to be sent off somewhere simply to appease our conscience."

### Contribution to a "better world"

Swisscor is Ogi's social legacy from his Federal Council days. The "Freude herrscht" (Joy Abounds) foundation, which he also founded, combines social and sporting aspects. This institution aims to encourage children to participate in sport and exercise.



During the direct link-up with Claude Nicollier in the Atlantis space shuttle in August 1992



New Year's address as Swiss President in front of the Lötschberg tunnel in Kandersteg in December 1999



Embracing former UN Secretary-General and friend Kofi Annan at the WEF in Davos in 2007

By focusing on young people in his projects and efforts, he is trying to make something good come from the death of his son: “We will not make the world a better place overnight. But we can improve it by focusing on young people.” Ogi, once committed to elite sport and the architect of Swiss Olympic success in Sapporo in 1972, today primarily sees sport as “part of the school of life, an expression of solidarity and a contribution to integration”. Ogi says: “All children should be allowed to make mistakes without this affecting the rest of their lives.” Sport affords this opportunity, explains Ogi, the former UN special adviser on sport for peace and development.

### He says nothing, but his thoughts are very clear

Such commitment is, of course, ultimately profoundly political. But what about his political commitment in general? Ogi remarks: “I am still a political person. But I no longer comment on day-to-day developments.” The world of politics has changed since his day: “Politics has become more complex. It requires rapid decision-making, and we are no longer surrounded by friends as in the past.” This indirectly reveals how Ogi has always perceived and conducted politics – the building and maintaining of friendships. When recalling anecdotes, François Mitterrand, Helmut Kohl and Gerhard Schröder emerge not as “official counterparts” but instead as friends “who understood our political system extremely well”, and as friends who also sometimes made demands of him. When he wanted to leave after a reception at the White House, Bill Clinton ordered him to stay: “I got drunk in the interests of Switzerland that evening.” Such good rela-

tionships made dialogue easier. Switzerland is today met more with a mixture of “envy and respect”. The fact that “we are not members of anything” – not of the EU, not of NATO, not of the G20 – makes itself felt. He believes that any nation seeking to establish good relations with the rest of the world cannot afford to remain on the outside. Ogi says: “I’m not saying that we should join the EU now, but we must find a *modus vivendi*. That’s the only way forward.” This brings him into conflict with his party’s official line. That happens occasionally. Ogi, a man in touch with the people, has also always dismissed as nonsense the popular election of the Federal Council called for by the SVP and since rejected by the Swiss people.

### A man from the mountains with a cosmopolitan outlook

Ogi is a mountain dweller. And mountain dwellers have horizons that are limited – by mountains. So, where did he get his heart-warming cosmopolitan outlook that gave him a hangover after drinking with Bill Clinton? Ogi explains that he learned to develop a global outlook, respect and tolerance in Kandersteg, rectifying the distorted perception of mountain dwellers as people cut off from the outside world. His father, a forest ranger and mountain guide, taught him to show respect for tourist “outsiders”. Tourism also brought prosperity to the valley: “My father went hiking with tourists while working as a mountain guide. But they meant more to him than a wage. They were his gateway to the world.” It is this acceptance of outsiders during his youth that has always prompted him to take a strong interest in the lives of Swiss citizens living abroad: “There are few major Swiss clubs in Asia and

### ADOLF OGI

Adolf “Dölf” Ogi was born in Kandersteg in 1942, the son of a forest ranger and mountain guide. After compulsory schooling at Kandersteg primary school, he spent three years at the business school in La Neuveville on Lake Biel. Ogi worked for the Swiss Ski Association from 1964 and was its director from 1969. A promoter of sport, Ogi was elected to the National Council in 1979 as a representative of the Swiss People’s Party (SVP). In 1984, he was elected president of the SVP. He was a member of the Swiss government from 1988 to the end of 2000, initially as Minister for Transport and Energy and from 1995 as Minister for Defence and Sport. Ogi was responsible for Switzerland’s accession to NATO’s “Partnership for Peace” programme and for sending Swiss soldiers to Bosnia and Kosovo. After stepping down from the Federal Council, Ogi became the UN’s special adviser on sport for peace and development. In this role, he had an influence on the UN Year of Sport (1995). Today, Ogi focuses his efforts on humanitarian and charitable organisations.

Gasterntal, he waves the question away. He has in fact just said that he has yet to climb Mont Blanc: “But the time for that has now passed.” He has no particular dreams left: “I am not fighting old age. I do look after my health – I still have it in me to climb the Blüemlisalp – but I do not feel I have to prove anything in old age at any cost. I don’t think to myself that there are tasks that I really must complete.” It is still pouring down outside. “I’ve seen the world and I’m content,” says Ogi and reflects before continuing somewhat tentatively: “I am happy. I have experienced the worst tragedy that any one person could go through. But otherwise I look back on a life that I am extremely grateful for. I’ve been very fortunate.”

It is time to go. Some rather undecided, drenched hikers are standing outside the “Waldhaus” in the driving rain. Ogi goes over to them and says: “Look at this magnificent scenery! These mountains! This landscape!” Everyone agrees that he is right.

the Americas that I have not visited,” he says. He always explicitly addressed his speeches to the “chers Suisses de l’étranger” as well.

### Confident but without huge dreams

What major goals remain for Adolf Ogi? Sitting in the candle-lit “Waldhaus” restaurant in

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## Major assault on executive remuneration

It is one of the most significant referenda on economic policy in recent history – on 24 November 2013, the Swiss people will vote on the 1:12 initiative proposed by the Young Socialists. This calls for the highest salary to be restricted to twelve times the lowest salary in the same company. Is this an attack on Switzerland's model for success or an urgently needed top-down redistribution of wealth?

By Jürg Müller

It came as a real bombshell when the referendum result was announced on the afternoon of 3 March 2013. Just under 68 percent of the Swiss people had voted in favour of the fat-cat initiative, effectively declaring that they were no longer willing to accept million-franc salaries and bonuses. Business representatives in particular were deeply shocked, among them the Free Democrat National Councillor Ruedi Noser from Zurich. He painted a gloomy picture of the destruction of Switzerland's model for success and without further ado established the association "Succèsuisse". This aims to protect the liberal economic system.

Noser's alarmism is not without foundation. Left-wing parties have a whole host of far-reaching salary and tax policy initiatives in the pipeline: the 1:12 initiative from the Young Socialists (Juso) will be put to the vote on 24 November 2013. Further popular initiatives concerning the minimum wage, inheritance tax and flat-rate taxation for wealthy foreigners are also pending. This has not all happened just by chance. What lies behind it is a "strategic counter-project to the neo-liberal discourse", as Juso puts it. National Councillor Noser describes it in different terms, accusing the left of "unadulterated class warfare".

### Heated debate over distribution of wealth

The two political camps are only in agreement on one point – a fierce debate over the distribution of wealth is taking place in Switzerland in 2013. Arguments are being formulated, underpinned by statistics, which appear diametrically opposed depending on the benchmarks used and the political background. Those on the left point to a constantly widening gap in terms of income and assets, while business federations and conservative parties claim the opposite is true. "By international standards, Switzerland is among the nations with the



High earners out in the cold: The Young Socialists do not shy away from condemning people like Brady Dougan, Daniel Vasella and Marcel Ospel, whom they see as "fat cats". They have been taken to court by Vasella.

smallest disparities in prosperity," indicates the liberal think-tank "Avenir Suisse" in summarising its findings.

The left-wing policy institute "Denknetz" takes a different view, claiming that top earners have reaped greater and greater rewards in recent years at the expense of the lower and middle income brackets. Thirty years ago, the earnings of a CEO were around six times that of the average Swiss salary, while the ratio had grown to 1:13 by the end of the 1990s. In 2007, the best-paid managers received 56 times the average salary. That also comes out top internationally. However, it is not just the top earners but also a broader spectrum of high-wage recipients who have benefitted from this redistribution. "The best-remunerated percentage of employees has seen salaries rise by over a third in real terms since

1994, while the average salary has only increased by around seven percent," writes "Denknetz".

### The economy as a "self-service store"

SP National Councillor Cédric Wermuth believes that "our economy has turned into a veritable self-service store". The former Juso leader and intellectual father of the 1:12 initiative estimates that the number of salary millionaires has more than quadrupled since 1997. Today, one percent of the Swiss population possesses greater net assets than the remaining 99 percent put together.

"Avenir Suisse" has a completely different standpoint. It argues that wealth is in fact broadly distributed in Switzerland. The nation is in the top third in terms of income by international comparison while enjoying a very high level of prosperity. And the income gap is not widening, on the contrary: "Disparities in income have actually declined in recent times. The proportion of top salaries is at the level of the 1960s while the poverty rate has fallen slightly," writes

the liberal think-tank in a brochure entitled "Distribution". If both the level of income and the broad distribution among households are taken into account, Switzerland occupies a top position. "In no other OECD country (and probably no other country in the world) are full-time salaries distributed as equally as in Switzerland." Patrik Schellenbauer, the author of the "Avenir Suisse" study, even suggests that inequality in Switzerland has decreased over the last three years: "What concerns me is something else – the interventions in the labour market being called for (minimum salary, 1:12) risk biting the hand that feeds us."

### Switzerland on the way to becoming the "North Korea of Europe"?

There is no need to go as far as FDP National Councillor Ruedi Noser, who be-

believes Switzerland will go from being “the most liberal economy in Europe” to the “North Korea of Europe” if the initiative is adopted. However, business representatives are forming a broad front against the popular initiative. Valentin Vogt, President of the Swiss Employers’ Association, estimates that billions of Swiss francs will be lost in tax revenues and social insurance contributions each year in the event of a yes vote. Switzerland has lots of international companies in relation to its size: “If we want to continue playing in this league, we must anticipate salaries of five to eight million Swiss francs,” revealed Vogt in an interview with the “SonntagsZeitung”.

Philipp Müller, President of the FDP-Liberals, also warns that the initiative constitutes “an incursion into economic freedom that is incompatible with our principles” and would have “a detrimental impact on the nation’s standing as a business location”. In contrast, the left-wing “Denknetz” authors Beat Ringger and Hans Baumann see no risk of that happening and believe that Switzerland will remain an attractive location. Tax benefits, well-qualified staff, first-rate academic and research institutions, political stability, legal certainty, state and private services that perform well, excellent transport and communications infrastructure and proximity to the financial markets are the factors that really guarantee a high level of productivity, they say.

Hans-Jürg Fehr, former SP President and National Councillor, believes that fat-cat bonuses and top salaries are no longer based on differences in performance levels but instead on the “power of a small, exclusive network of managers from the financial industry and other multinational groups who are keeping a lid on one another’s sinecures”. This is why performance differentials are no longer given as the reason for the enormous salaries but instead competitive conditions on the international labour market are cited.

**Million-franc salaries are commonplace**  
 However, million-franc salaries are not just commonplace at major corporations, even though the public are familiar with the names of just a few fat-cats, such as the former Novartis CEO Daniel Vasella and Brady Dougan, CEO of Credit Suisse. Even “smaller” companies pay their chief executives and managers salaries in excess of a

million Swiss francs (see graphic on the right).

But why 1:12 of all numbers? And not 1:6 or 1:2.4? Concepts such as social justice, fair distribution and acceptable salary levels are difficult to define. Gerhard Schwarz, Director of “Avenir Suisse”, quite rightly points out: “The crux of the matter is that there are no objective benchmarks for what is excessive or inadequate in terms of income and assets.” However, there are indicators, particularly in a system of direct democracy, as to what extent perceived or actual inequalities will be tolerated by the majority of the population. The approval of the fat-cat initiative in March of this year underlines that distribution is no longer just an issue for those on the left of politics; it is also a concern for people in mainstream society.

**The Swiss remain business-friendly**

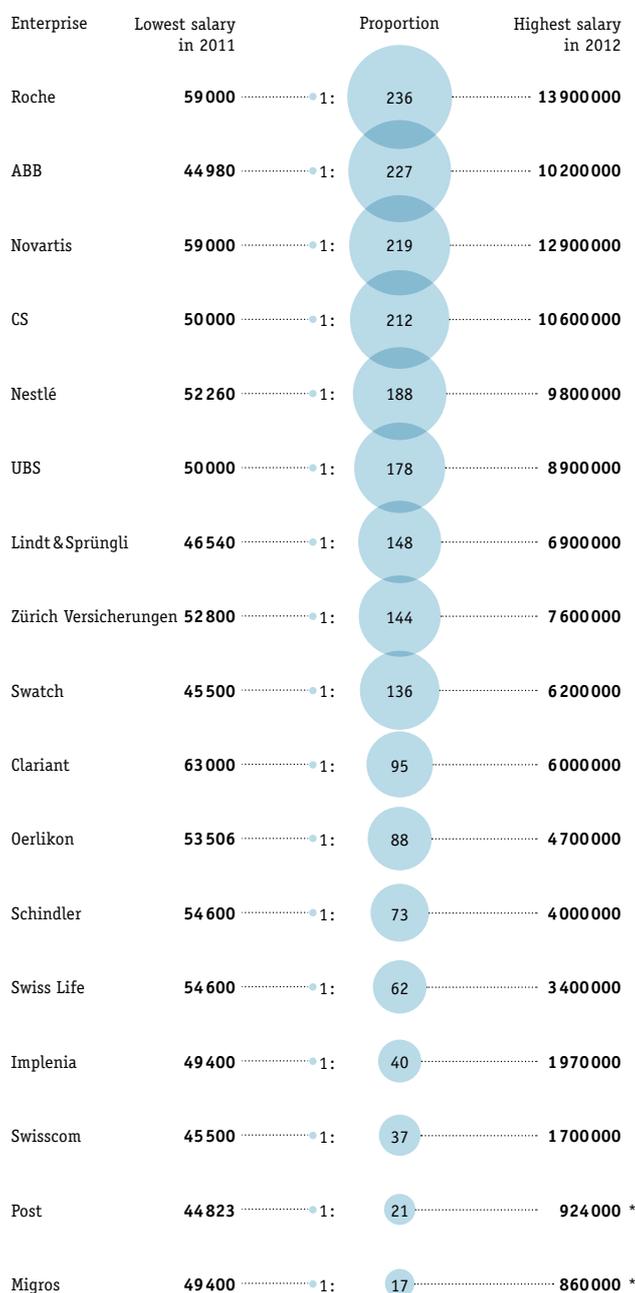
However, Adrian Vatter, Professor and Director of the Institute of Political Science at the University of Berne, does not believe a paradigm shift is occurring. The approval of the fat-cat initiative “cannot be interpreted as an expression of general public criticism of business”, Vatter tells “Swiss Review”. The traditionally rather business-friendly, liberal outlook of the Swiss is not a thing of the past. The fat-cat initiative was in fact not about a state solution but essentially about strengthening shareholder rights. Furthermore, the popular initiative was not submitted by the left but by an individual campaigner from the right-wing, conservative camp, Thomas Minder, who is

now Council of States member for Schaffhausen. The traditional left-right split did not therefore come into play. Vatter is “relatively certain” that the old left-right divide will come to the fore again over the 1:12 initiative, with the left supporting the proposal and the conservative majority opposing it. Viewed from this perspective, the Young Socialists’ bill has much less chance of succeeding than the fat-cat initiative.

JÜRIG MÜLLER is an editor at “Swiss Review”

INFORMATION on the other votes from 24 November 2013: see see bottom of next page.

**Companies are far away from 1:12**



TA-Diagram / Source: Travailsuisse (Salaries in CHF)

\* 2011  
 \*\* Angabe «Bilanz»

## Swiss people firmly behind compulsory military service

The proposal for voluntary military service put forward by the Group for a Switzerland without an Army (GSoA) was heavily defeated in the referendum on 22 September.

By Jürg Müller

The army is too expensive and too large: these were the arguments advanced by the GSoA in its referendum campaign for the abolition of compulsory military service. The outcome was unequivocally clear with over 73 percent of the electorate voting against the proposal. This was despite the fact that some figures in conservative and liberal camps were also sympathetic towards it. Reiner Eichenberger, an economics professor in Fribourg, for example, says that general compulsory military service is becoming increasingly senseless from a military and economic perspective as the army has significantly reduced its numbers in recent years. He also points out that a volunteer militia is an “essentially liberal idea”.

The proportion of No votes among the Swiss abroad was over 9% lower than the Swiss average. This was revealed by the analyses carried out by the nine cantons that list the votes cast abroad separately.

The opponents of the popular initiative primarily argued that the abolition of compulsory military service would jeopardise national security. They also contended that the rapid deployment of large numbers of soldiers was vital in dealing with natural and man-made disasters and that the militia principle was deeply embedded in all spheres of Swiss society. Compulsory military service enabled optimal use of the wealth of civil skills possessed by army members.

The referendum battle was remarkably dull. The perception of the army has clearly become more matter-of-fact. Even if the approach to military issues is much less emotional than in the past, the referendum result shows that the army, compulsory military service and the militia principle are still deeply rooted in Switzerland. The “Group for a Switzerland without an Army” also faces a day of reckoning itself. With its programmatic name, it is not perceived as a credible security policy organisation by many

people who share some of its concerns. Moreover, one of the arguments in support of compulsory military service, namely that a volunteer army would attract adventure-seekers, Rambo types and right-wing extremists, has also gained the support of many on the left.

### Yes to law on epidemics and petrol station shops

60 percent of voters approved the new Epidemics Act. This sets out the responsibilities of federal government and the cantons more clearly and provides better protection against communicable diseases. Anti-vaccination groups had called the referendum. The opponents of the liberalisation of opening hours for petrol station shops also failed with their referendum. With just under 56 percent in favour of liberalisation, employment law has been amended accordingly. This will enable petrol station shops on motorways to sell their full range of goods throughout the night as well.

## FURTHER REFERENDUM PROPOSALS TO BE PUT TO THE VOTE ON 24 NOVEMBER 2013

### Tax relief for families and a greater tax burden on motorists

The word “family” has a nice ring to it. The nucleus of society is increasingly under threat but still a source of security and harmony that is worthy of protection. It comes as little surprise that politicians are also focusing intensely on the family at the moment. An article, which sought to promote the reconciliation of professional and family life, failed in March when it did not secure the majority support of the cantons. Yet, an absolute flood of family initiatives from various parties is now set to be decided on at referendum. The Swiss people will vote on the first of these, the SVP’s family initiative, on 24 November.

There is not much family harmony to be found in politics at the moment. Fierce rows over very different socio-political ideas are highly prevalent. How much individual responsibility and how much state support are appropriate with regard to childcare? Who should primarily benefit from crèche places? Should politicians directly or indirectly encourage women to work?

These are also key issues in the SVP initiative entitled “tax relief also for parents who look after their own children”. This intends to enshrine in the constitution the right of parents who take care of their children themselves to at least the same level of tax relief as parents who leave their children with external childcare organisations. The cost of outside childcare has been tax-deductible since 2011. The SVP is now seeking tax relief for all families with children, no discrimination against families who look after their chil-

dren themselves and genuine freedom of choice and self-determination for families in terms of how they raise their children.

Opponents of the initiative claim that it violates the principle of taxation based on economic capacity because households that rely on external childcare, often through necessity, would be worse off. They say that the SVP’s proposal will promote traditional family models through tax law – the father goes out to work and the mother stays at home. There are also concerns over huge tax shortfalls.

### Dearer motorway tax disc

On 24 November, voting will also take place on increasing the cost of the motorway tax disc from 40 to 100 Swiss francs. A right-wing, conservative committee has called the referendum against Parliament’s decision because it is opposed to “more and more charges and taxes being levied at the expense of motorists”. The left-leaning Swiss Transport Club (VCS) has also come out against the increase, saying that the additional revenues will only be used for the construction of new national roads, which runs contrary to the objective of eco-friendly mobility. The Federal Council and Parliament justify the increase by claiming that the revenues are required for the operation, maintenance and expansion of the national road network. The price of the tax disc is still the same as it was 20 years ago as it has never been adjusted in line with inflation.

## The engaged observer

**René Burri, born in Switzerland but well-travelled throughout the world, is one of the leading reportage photographers of our time. We pay homage to an octogenarian who has remained young at heart.**

By Manfred Papst

It is 20 November 1946. Winston Churchill is making a state visit to Zurich. He is being driven through the city in an open-top car. He is sitting in the back of the vehicle wearing a hat and overcoat. With his famously sceptical expression, he is observing the curious onlookers on the Bürkliplatz. One of them is thirteen-year-old René Burri, the son of a chef who has not only brought the unfamiliar taste of lobster, oysters and other exotic seafood to the city on the Limmat but has a passion for music and photography as well. He sent the young boy off with the camera: "An important man is visiting Zurich. You have to be there."

René Burri has often recounted this anecdote, and none of his biographers has omitted the tale. It marks the beginning of a lifelong passion for his profession as a reportage photographer in the right place at the right time, and it is just as much part of the Burri legend as his most famous photograph – Che Guevara in Havana in 1962. The nonchalant, self-assured army commander with cigar in mouth became one of the century's iconic images. The Beat Generation reproduced the portrait thousands of times even if it was not quite as famous as the Che portrait by the Cuban photographer Alberto Korda, taken two years earlier, which appeared on countless T-shirts, posters, cups and emblems. The youth of 1968 celebrated the revolutionary like a pop star. Everyone is therefore familiar with Burri's photograph, even if they have never heard of the socialist experiment in Latin America or the Swiss photographer himself.

### World-famous portraits

Observing not just this classic photograph but the whole series that Burri took at the time is very enlightening. It reveals how the por-

traitist approaches his subject, wins his trust or at least stimulates his interest, captures dynamism in his photographs and creates a mood that enables a precise and expressive portrait with a depth of focus to be taken from close-up. Producing such masterful photography as that of René Burri cannot be achieved with a cold remoteness but instead requires an approach based on empathy, curiosity and even love. This is illustrated by Burri's portraits of Che Guevara as well as those of Le Corbusier, Alberto Giacometti, Yves Klein, Maria Callas and Pablo Picasso, whose Milan retrospective in 1953 bowled him over and whom he accompanied to a bullfight in Nîmes in 1958, in addition to those of many other nameless people going about their everyday work.

The Swiss photographer accompanied Le Corbusier discreetly but persistently for years. Three thousand negatives pay testament to that. He would otherwise never have been able to take the epochal portrait of the young woman on the Second Sunday of Easter in front of the famous chapel of Ronchamp, among hundreds of other photographs. But Burri also sometimes takes advantage of opportune moments. Nothing exemplifies this better than a snapshot taken in Havana in 1993. A young man wearing black trousers and a white shirt cycles through the city. His girlfriend is sitting on the bicycle rack. She gives the photographer a beaming smile and indicates something to him with an intricate gesture that probably only he could understand.

### Reality and dreams

But even when Burri is photographing buildings and landscapes instead of people, he demonstrates this enigmatic ability to involve

**Le Corbusier in his studio in Paris in 1960 and the famous photograph in front of the Ronchamp chapel, which he designed**



himself in his work. It is extraordinary that the artist kept back some of his best photographs and only released them later, including work featured in the 2011 issue of the culture magazine “Du” dedicated to him.

By his own admission, René Burri has always been a very visual person. He drew a lot as a child, became a passionate film buff as a teenager and enrolled at the School of Applied Arts. There, the photography course was the closest match for his dreams. But reality was different back then. Like the two legendary Swiss photographers, Werner Bischof and Ernst Scheidegger, Burri attended the classes of the austere object photographer Hans Finsler. He learned his trade thoroughly, for which he later had reason to be grateful. But at the time, the meticulous lighting of still life and photography of such spectacular subjects as hen’s eggs and pans was not exactly what the young man had been dreaming of.

### Working for the Magnum agency

In the end, Paris and not Zurich was to be the centre of Burri’s life. The metropolis on the Seine became his great love and destiny. Life was vibrant here, and literature and art flourished. There was something extraordinary to capture with the camera all the time. In 1956, Burri began his collaboration with the famous Magnum agency founded in 1947 by Robert Capa, David Seymour, Henri Cartier-Bresson and others. He had been taken there by his former colleague Werner Bischof (1916–1954). By 1959, Burri had become a fully-fledged member of Magnum at the age of 26. In 1963, he married Rosselina, Werner Bischof’s widow, who worked on the international photography scene herself. He had two children by her, and his second wife, Clotilde Blanc, bore him a third child.

Paris was one of Burri’s great passions; the other was travel. David Seymour and Henri Cartier-Bresson took him under their wing at Magnum. They sent him on great journeys with editorial journalists. Burri’s photographs soon appeared in Europe’s leading magazines. A

dream career! The young Swiss toured the Suez Canal, the Mekong Delta and Israel, but also documented the reconstruction of Germany after the Second World War – a subject of great interest to him



From the Brasilia series: a family on the opening day in 1960 and an architectural photograph from 1997



as his mother was German. His study “Die Deutschen” (The Germans), which first appeared in 1962 and was later significantly extended, became a standard reference.

### Brasilia – a long-term project

From the early 1960s, Burri travelled all over the world with his Leica cameras visiting Latin America, the USA, Japan and China, south-east Asia and Canada, as well as Africa. He became a tireless citizen of the world. One of his special areas of interest was the megalopolis of Brasilia. He dedicated a fascinating long-term project to the new city, covering the period from 1958 to 1997. It is intriguing to note how Burri followed the bizarre urban project of the architect Oscar Niemeyer. Before that, in 1958, he had devoted a photo-reportage to the gauchos in Argentina, which we still find spellbind-

### Impressions from Cuba: a couple on a bicycle on the Malecón in 1993 and Che Guevara as Minister of Industry in 1963



ing today. Why? Because Burri's best photographs are always symbolic. They do not just depict a moment but interpret a society and an era. They often emerge because the photographer does not concentrate on the subject of general interest but instead displays the courage to turn, look around and focus on seemingly minor elements in proceedings.

As a photographer, Burri has developed a highly personalised style where precision and empathy, proximity and distance, an instinct for melancholic charm and situational comedy come together. However, he is certainly not in thrall to his own achievements and convictions. He says he is no “Burrhist”, coining this nice word-play himself. Many others have attempted to imitate him, but he is always one step ahead. He has dealt with the transition from analogue to digital photography effortlessly and although he established himself early on as a

### 1957: Picasso in the studio at his home in Cannes and giving an art lesson to his children Paloma and Claude and two friends



classicist of black-and-white photography, he has also masterfully conquered the world of colour, partly because this was required by clients such as “Life”, “Look”, “Stern” and “Paris Match”, but also because he is interested in experimenting. For decades he has always carried at least two cameras around his neck. This year, his dual talent was on display in an exhibition at Zurich’s Museum of Design. It was entitled “A Double Life”, alluding to an embarrassment of riches and not to a dichotomy.

In his colour photography, Burri is free, playful and audacious. He casts off the constraining demands of his black-and-white world. He did so in 1957 when his first colour reportage was published in “Du”. Burri plays with perspective, detail and background. Nothing is firmly defined any longer. This irritated some of his critics. They missed the familiar cohesion.

**Rio de Janeiro in 1960:  
the Ministry of Health  
designed by the architect  
Oscar Niemeyer**



### **RENÉ BURRI**

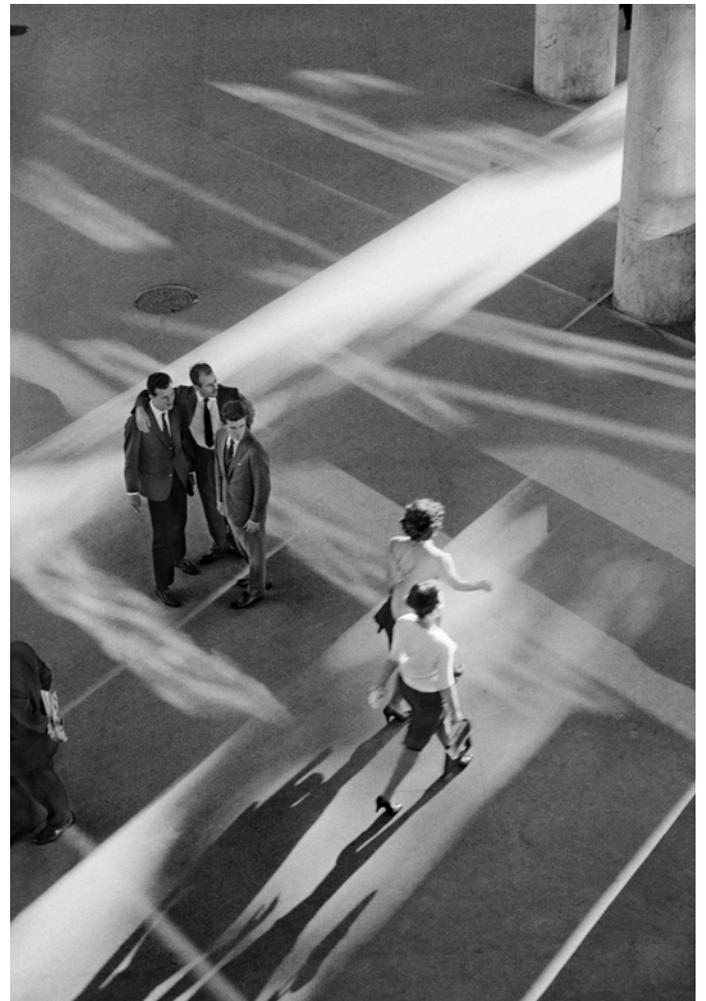
René Burri was born in Zurich on 9 April 1933. He has belonged to the elite in his profession since 1959 as a permanent member of the Magnum agency. He obtained global fame with his black-and-white reportage and portrait photographs but has also excelled at colour photography. He has never perceived himself purely as an artist. As a photo journalist and witness of the times, he has produced an oeuvre of lasting significance. Numerous publications and exhibitions document his work.

Burri also recognised the historicity of his medium at an early stage. He attentively observed the development of cinema and television. It was apparent to him as early as the 1960s that photography as he practised it belonged to the world of yesterday – digitisation or not. But he also saw its unique qualities – the ability to capture moments and expand upon them in a context of fleetingness and superficiality.

### **Charming, self-assured and amiable**

A René Burri homage that just looked at his artistic talents but not his personality would fall short of the mark. The grand seigneur of Zurich is not just someone who disappears behind the camera and triggers the shutter release. He’s a character of whom you would wish a congenial photographer to take pictures: a dandy dressed in a suit, hat and scarf, possibly also with a cigar; a flâneur who is charming, self-assured, eloquent and quick-witted; a man who knows and loves life. A cheerful, approachable person. Who can blame him for his small vanities? He can also be extremely generous. He donated all the exhibits in the show to the Museum of Design in Zurich, the former School of Applied Arts where his career began.

MANFRED PAPST heads the culture section at the “NZZ am Sonntag”.



## Swiss national team on the way to the Olympic Games

The Swiss national ice hockey team will fly out to the Winter Olympic Games, which will take place in Sochi between 7 and 23 February, having finished runners-up at the World Championships. We look back at the Ice Hockey World Championships last May with team coach Sean Simpson.

By Alain Wey



The Swiss national team in action at the World Championships in Sweden: Nino Niederreiter (above) and Reto Suri, two of the goal scorers in the semi-final against the USA

Goaltender Reto Berra and Roman Josi in the match against Belarus (above); Rafael Diaz, Nino Niederreiter and Denis Hollenstein celebrate after the semi-final against the USA

“Do you believe in miracles? Sometimes...” This joke appeared on the website of the Ice Hockey World Championships in Sweden and Finland last May in relation to the silver medal won by the Swiss national team. It was undoubtedly an incredible achievement. You have to go back decades to find similar success. The national team won a silver medal in 1935 and bronze in 1953. Their performance saw Sean Simpson’s team climb three places in the world rankings of ice hockey nations to seventh spot. The Swiss national team’s Canadian coach believes the final defeat by Sweden (5:1) could also have ended differently. Prior to the World Championships in Scandinavia, most experts predicted that Switzerland would not even reach the quarter-finals. However, Simpson

is keeping his feet on the ground and has realistic expectations for the Winter Olympic Games in Sochi in February and the World Championships in the Belarusian city of Minsk in May 2014. His goal is to reach the quarter-finals.

### The right chemistry

The Swiss team played with a complete lack of confidence at the 2011 and 2012 World Championships. They did not even make the quarter-finals. At the start of the 2013 World Championships the team was expected to show greater self-belief but many questions remained unanswered. Simpson selected seven new players for the team who had never taken part in a World Championships before. He relied on a combination of

youth and experience. However, the team had to cope without key players like Julien Sprunger and Goran Bezina. The Swiss looked extremely weak compared with the titans in Group A, which included Sweden (4), the Czech Republic (3) and Canada (5). But, to everyone’s surprise, Simpson’s men first overcame Sweden, then Canada and finally the Czech Republic. They held their lead against four other opponents and finished the stage top of the group. It was a dizzying series of results.

The Swiss faced the Czechs again in the quarter-finals and unexpectedly reached the semi-finals, where they played the USA. The Americans had trounced Russia, the reigning world champions, by 8 goals to 3. The Swiss therefore feared the worst.

But the incredible run was not over yet. Goaltender Reto Berra, who plays for the Calgary Flames in the National Hockey League (NHL), defended superbly well on the ice and did not concede a goal. The Swiss ran out 3:0 winners with goals from Nino Niederreiter and two of the new faces, Julian Walker and Reto Suri. The Swiss secured their first silver medal in 78 years and met the Swedes, who they had previously beaten 3:2, again in the final. This time, however, Simpson's men had no chance against Sweden, losing 5:1. This meant Switzerland finished World Championship runners-up, an incredible achievement that nobody had expected and which underlined how well Sean Simpson has performed over the past three years.

The players received a hero's welcome on their return to Zurich on 20 May. The Canadian coach nevertheless immediately warned against too high hopes during the 2013-2014 season. Anticipating such success

## ENCOUNTERS ON THE ICE

■ Tournaments in 2013. Switzerland will meet the United States, Slovakia and Germany at the Deutschland Cup in Munich in November 2013. Belarus, Slovakia and Norway will take part in the Arosa Challenge – the national team's home tournament – in December 2013.

■ 2014 Winter Olympic Games in Sochi. Switzerland will face Sweden (1), the Czech Republic (4) and Latvia (11) in Group C between 12 and 23 February 2014. The three group winners (A, B, C) and the best second-placed team will qualify automatically for the quarter-finals. The eight remaining teams will play off in an elimination round for a quarter-final place.

■ World Championships in Minsk, Belarus. Switzerland will play against Finland, Russia, the United States, Germany, Latvia, Belarus and Kazakhstan in Group B between 9 and 25 May 2014. The top four teams in each group (A and B) will qualify for the quarter-finals.

every year would be unrealistic. The silver medal should not place a burden of expectation on the players who needed to stay realistic, he said.

Switzerland can certainly look forward to the Olympic Games in Russia. However, a degree of trepidation is also in order as Switzerland will once again encounter the world champions, Sweden. Dreams are part of sport,

as illustrated by the film "Miracle" about the US ice hockey team's sensational victory at the 1980 Winter Olympic Games. But dreams can only be achieved on the back of hard work.

[www.swiss-icehockey.ch](http://www.swiss-icehockey.ch)

ALAIN WEY is an editor at "Swiss Review"

## "We won silver rather than lost gold"

The 53-year-old Canadian Sean Simpson has been coach of the Swiss national team since 2010. After beginning his coaching career in 1997, he won the Swiss title with EV Zug at the first attempt. In 2008, he took over as coach of the ZSC Lions, who became Swiss champions under him. Following the Lions' victories over Metallurg Magnitogorsk in the Champions Hockey League in Europe and over the Chicago Blackhawks in the Victoria Cup, he gained a reputation as a world-class coach.

*How has the team developed since you took over as coach?*

We have worked extremely hard. The appointment of a new coach in 2010 meant a new era for the team. It took a while for everything to click. My predecessor, Ralph Krueger, had coached the team for 13 years (1998-2010). I had my own connections and my own ideas ... Winning people over was not always easy. Our silver medal is not just down to the work we put in last season but to what we have done over the past three years.

*You were also coach of the Swiss Under-20s team in the 2012-2013 season. Did this prove beneficial to you as coach of the senior team?*

It was extremely advantageous. I had also been an advisor to the U20s for a few years prior to that. I know the young players very well. We play with the same system. The approach with the national teams is now very similar irrespective of whether it is the senior team, the U20s or younger age groups. We

are all in the same boat. The emphasis was previously placed primarily on the senior team, while less importance was attached to emerging talent. Today, the national teams at all age levels are regarded as important in Swiss ice hockey.

*What are the Swiss team's major strengths?*

A silver medal at the World Championships is no mean feat. The team has to be very solid in all positions on the ice. The goaltender and the defence must be outstanding. That's the key thing. We have a very good system and displayed the courage to impose our will. The chemistry in the camp is our major asset. And we scored lots of goals, something we have failed to do in the past.

*Let's take a look at the future. What position in the world rankings do you hope to achieve with this team in two years' time?*

The question as to whether we can repeat our medal success is irrelevant at the moment. Our goal for 2014 is to reach the quarter-finals. We cannot expect to win silver or even gold medals every year. We are not the best ice hockey nation in the world, and if that were our goal then this silver medal would represent failure.

*When you reflect on your achievement at the World Championships, how did it make you feel?*

It was a sensational experience for the national team – the players and the management. We proved that a very good standard of ice hockey is played in Switzerland with good players and good coaches. For me, the question is now how we deal with that. We cannot allow success to go to our heads. We have to keep our feet on the ground.



## Between two worlds: books and literary figures among the Swiss abroad

By Charles Linsmayer

### *The old warhorse and conman served in many armies of the world and his memoirs are legendary – Hans Ormund Bringolf*

The provision of mercenaries – something in which Switzerland had specialised for centuries – reached an absurd but literarily important pinnacle in the 20th century in Hans Ormund Bringolf. Born on 11 January 1876 in Baden-Baden, the son of a businessman from Schaffhausen and a Russian mother, he sat his school-leaving examination in Neuchâtel, studied in Innsbruck, Vienna and Berlin, and obtained his doctorate in law in Greifswald at the age of 22, thanks to the wealth of his by then deceased father – he was well known as the heavy-drinking and hardy but equally profligate son of a millionaire. However, his heart was set on a career in the military. As a cavalryman in the Swiss army he was nicknamed “Leutnant Bringolf selig” (Lieutenant Bringolf deceased) because he charged into everything and was declared shot dead hundreds of times after every patrol.

#### He fed steak to the horses

In 1900, Bringolf joined the diplomatic service as a military attaché in Berlin and Vienna. However, his extravagant lifestyle – he held banquets for hundreds of guests, had soup served in gold plated dishes and fed the horses steak – brought him to ruin, which he dealt with by illegitimate means. In 1904, after his ostentatious marriage to a factory owner’s daughter, he was exposed as a counterfeiter of cheques, fled to Mexico and made his way through South America dodging bills. He finally embarked upon a career in the US army and took over the command of Negros, an island of the Philippines, as a Constable Officer. However, he was dismissed due to his excessively intense drills. His next stops were Paraguay and Brazil. Having now descended to cleaning shoes, he happened upon the idea as “Legation Councillor Dinichert” of appointing honorary consuls all over the place on behalf of the Department of Foreign Affairs, holding grandiose feasts and sending the bills to Berne. After being exposed by a fellow countryman, he spent two years in jail in Lima. On his return to Europe, he went on a tour of luxury hotels in Germany

as “Baron von Tscharnher”, for which he spent another two years behind bars in Mannheim.

#### Career pinnacle – 1914 to 1924

The First World War saw him granted parole. Bringolf became a captain in the foreign legion and obtained such notoriety as the courageous “Lion of Monastir” that he was awarded the Cross of the French Legion of Honour in 1924. At that time he had regained his authority and dignity, having been appointed director of Alsatian coal supply. But, as ever, no sooner had he managed to get his head above water than he suffered a setback. This time it was at the hands of the “Schaffhauser AZ” newspaper, which exposed him as a convict, and he was dealt a decisive blow when this appeared in the

“Humanité”. After a final attempt as a coal agent in Belgrade he gave up and wrote the “Lebensroman des Leutnant Bringolf selig” in the poorhouse in Hallau. This was published in 1927 in Zurich. It did not sugar-coat his life but it did reveal an original narrative talent.

In 1930, when the Parisian “Éditions Au Sans pareil” launched its outsider series “Les têtes brûlées”, volume 1 was the exact same book, published under the title “Feu le Lieutenant Bringolf: Quelques fragments de ses Mémoires”, with whose swashbuckling author the editor of the series, Blaise Cendrars, felt an inner kinship. However, he took the word “deceased” literally and believed the author to be dead. That was certainly not the case as in 1940, when Finland was recruiting volunteers in Tornio, Bringolf found himself back on the battlefield. He affirmed that he would join the US army if he were not wanted. “Despite being 66 years of age I have no doubts that I could make another modest contribution to world events,” he wrote. However, he was not involved in any further military engagements and died a civilian death in Hallau on 4 March 1951, leaving behind an estate of 2 francs and 75 cents. Wreaths were sent by the French and Finnish armies.

CHARLES LINSMAYER is a literary scholar and journalist in Zurich



#### Quotation:

*“What attracted me to the cavalry was not the riding or the military involvement but instead the pleasure of wearing an immaculate uniform and owning horses and magnificent horse tack. For me, being a soldier began after evening roll call when you could visit the dining room of a Bernerhof for the railway restaurant with a 7-cm-high collar and clink the extra-large spur rowels.” (“Der Lebensroman des Leutnant Bringolf selig”, Jean Frey, Zurich 1927)*

BIBLIOGRAPHY: “Der Lebensroman des Leutnant Bringolf selig”, published in 1927 in German, in 1930 in French and in 1931 in English under the title “I Have No Regrets; The Strange Life of a Diplomat-Vagrant, Being the Memoirs of Lieutenant Bringolf”, is only available from second-hand bookshops.

## OSA advice

### What is Switzerland's position on multiple nationalities? What consequences does dual citizenship have?

Over 70% of all Swiss abroad have another nationality in addition to Swiss citizenship. Switzerland has unrestrictedly recognised multiple citizenships since 1992. Swiss citizens do not therefore have to relinquish their Swiss citizenship if they apply for the nationality of another country unless this is stipulated by the law of their other country. Not all countries recognise dual citizenship. It is therefore advisable to ask the authorities in the country where nationality is enjoyed about the consequences before obtaining another nationality.

Dual citizenship has various consequences for the Swiss abroad. The welfare institutions, for example, only generally assume responsibility for persons with dual citizenship if they can prove that their Swiss citizenship is of primary importance. This means that they must have a closer relationship with Switzerland than with their other country. The country to which persons with multiple nationalities have the strongest relationship is also responsible for diplomatic protection. If such persons reside in their other country, Switzerland cannot intervene on their behalf. However, the consular and diplomatic representations can take action in cases of serious and repeated infringements of international law (e.g. violations of the ban on torture). Swiss abroad with multiple citizenships are generally exempted from compulsory military service by Switzerland if they have carried out their military service in their other country or have performed alternative civilian service. This is without prejudice to the obligation to pay the military service exemption tax. Swiss abroad with dual citizenship who have also taken the nationality of their country of residence cannot voluntarily perform their military service in Switzerland unless the compulsory military service agreement between Switzerland and other countries stipulates otherwise. Dual citizenship can also have implications under civil law. Swiss abroad can, for example, decide by will that their inheritance matters will be governed by Swiss law. This is, of course, subject to rec-

ognition of this decision by their other country, which is often also their country of residence.

SARAH MASTANTUONI, Head of the Legal Department  
OSA's Legal Department provides general legal information on Swiss law and specifically in areas that concern the Swiss abroad. It does not provide information on foreign law and does not intervene in disputes between private parties.

## Holiday adventures and educational visits for young Swiss abroad

**Over 200 young Swiss abroad enjoyed an exciting stay in their second homeland this summer. The visitors gained broad insights into Switzerland, established contacts with Swiss people living in Switzerland and abroad, and took lots of memories home. OSA's Youth Service is looking forward to welcoming old and new faces to the forthcoming winter programmes.**



### Register now for OSA's winter offers!

OSA's Youth Service wants to help even more young people create memories of Switzerland. The 2013/14 winter programme will provide youngsters with opportunities to practise winter sports at various holiday regions in Switzerland, to improve their knowledge with a language course or to enjoy a visit tailored to individual requirements with one of OSA's offers for young people.

**Discover Switzerland** (aged 16 and above)  
Young people will explore Switzerland for two weeks. They will stay with host families and choose trips suggested by OSA.

### Training in Switzerland

(aged 16 and above)  
During a two-week visit, OSA will arrange for young people to visit educational institutions to help them achieve their career ambitions. The participants will receive extensive advice on educational opportunities and meet students from the disciplines concerned. They will stay with host families during their visit.

### New Year's ski camp in Lantsch/Lenzerheide (Grisons) (15 to 25-year-olds)

The traditional winter sports camp for young Swiss abroad will take place in Grisons from 26 December 2013 to 4 January 2014.

The **language courses** will take place in Berne and Fribourg from 6 January to 17 January 2014.

### Winter sports week in Davos (Grisons)

(aged 18 and above)  
29 March 2014 to 5 April 2014  
A programme for young adults in the famous winter sports resort of Davos.

### Right across Switzerland

(aged 14 and above)  
19 April 2014 to 26 April 2014  
An exciting journey through Switzerland with lots of places of interest and highlights.  
Information on the programmes for young people can be found in the "Offers" section at [www.aso.ch](http://www.aso.ch).

*Organisation of the Swiss Abroad*

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### SEMINAR ON THE FEDERAL YOUTH SESSION

Are you a young Swiss person abroad aged between 14 and 21, do you speak a national language and are you interested in social or political issues?

Register now for the one-week political seminar organised by OSA (from 11 to 17 November 2013) and then take part in the Federal Youth Session! Together with 200 young people from Switzerland, you will have the opportunity to express your political views in the Federal Palace and to influence politics in Switzerland. Young Swiss people have had a powerful voice for over 20 years thanks to the Youth Session.



## The Swiss abroad, globalisation and the Federal Councillor

This year's Congress of the Swiss Abroad was a resounding success. The topic of "Switzerland and globalisation" generated great interest, as did the visit and speech by Federal Councillor Eveline Widmer-Schlumpf.



Around 400 Swiss from Switzerland and abroad attended the 91st Congress of the Swiss Abroad in Davos between 16 and 18 August. The highlight was the plenary session with several votes on globalisation and on the opportunities and risks that this presents for Switzerland.

### MEETING OF THE COUNCIL OF THE SWISS ABROAD

As usual, the Council of the Swiss Abroad (CSA) met in Davos on the day before the congress. The Council was reconstituted as its members all over the world had been newly elected for the 2013-2017 term of office in recent months. Filippo Lombardi, a CVP Council of States member from Ticino, and Irène Beutler-Fauguel, a representative of the Swiss in Italy, were elected as new members of OSA's Executive Board. Jean-Paul Aeschlimann stood down from the Executive Board. His Executive Board seat, which is reserved for the Swiss

community living in France, will not be occupied until the next CSA meeting in March.

Michel Duclos, the French ambassador to Berne, attended the Council's meeting as a guest. He comprehensively set out the position of the French government in the row over a new inheritance tax agreement with Switzerland. In a nutshell, he explained that as France has terminated the old agreement, Switzerland only has two options. Either it can accept France's proposal for a new agreement or an unregulated situation will prevail. Ambassador Duclos said that

"Globalisation is neither good nor bad," remarked Federal Councillor Eveline Widmer-Schlumpf in her speech on the Saturday afternoon. "Globalisation presents opportunities and risks. It is a matter of deciding how to take advantage of the opportunities and to minimise the risks." Minimising risks is a current focus for Switzerland primarily because of its financial centre, the Federal Councillor emphasised, as Switzerland is by far the most important location for cross-border asset management. Swiss financial institutions manage around 2,100 billion US dollars in foreign assets. (The full speech can be found at [www.efd.admin.ch](http://www.efd.admin.ch) > press releases and speeches)

After appearing at the plenary session, the Federal Councillor met young Swiss abroad taking part in a project week organised by OSA's Youth Service as part of the congress. The youngsters revealed that the meeting with Eveline Widmer-Schlumpf, from which journalists were excluded, was very animated and humorous at times, while critical views were also expressed.

During the plenary question-and-answer session, those attending mainly focused on the new tax agreement between France and Switzerland which foresees a high level of taxation of inheritances in Switzerland and applies to French citizens and Swiss citizens living in France (see also the box on the CSA). Federal Councillor Widmer-Schlumpf expressed the view that an unregulated situation would be even more disadvantageous than the agreement sought by France. (BE)

the proposed agreement was clearly a better option than no agreement at all. This opinion is also shared by the Federal Council, which has already signed the agreement. However, it has yet to be ratified by Parliament.

Finally, the Council unanimously adopted OSA's position statement for the consultation procedure on the new Swiss Abroad Act. This is set to be discussed by the Swiss Parliament this year.

The names of all members of the Council of the Swiss Abroad are published on OSA's website. [www.aso.ch](http://www.aso.ch) > Politics > Council of the Swiss Abroad > Members (BE)

### SERVICES PROVIDED BY OSA

The Organisation of the Swiss Abroad (OSA), a foundation governed by private law, is a centre of expertise for safeguarding the interests of Swiss citizens living abroad. Besides the publication of "Swiss Review", it provides various services for Swiss citizens abroad in collaboration with its partner organisations.

■ **Legal advice.** Free advice on emigrating abroad and returning to Switzerland. [www.aso.ch](http://www.aso.ch) – "Consultation" section

■ **Offers for children and young people.** Organisation of holiday camps and language courses, etc. for young Swiss abroad seeking a better understanding of their native country. [www.aso.ch](http://www.aso.ch) – "Offers" section

■ **Advice on education and training in Switzerland.** Young Swiss abroad wishing to train or study in Switzerland receive support and guidance in selecting training and educational opportunities and making grant applications. [www.aso.ch](http://www.aso.ch) – "Consultation" section

■ **Network.** The website Swiss-Community.org provides the opportunity to network with Swiss citizens all over the world. [www.swisscommunity.org](http://www.swisscommunity.org)



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## To the frontiers – and beyond!

**Criminality, organised smuggling and illegal immigration are presenting huge challenges for society and the state. Trafficking in people, drugs and weapons, money laundering and criminal tourism pose a threat to the security and wellbeing of the population and have a detrimental impact on Switzerland as a location for business. The 2,000-strong Swiss Border Guard unit – the armed and uniformed division of the Swiss Customs Administration – is defying these threats.**

Our borders are busy places – every day around 700,000 people, 350,000 cars and 20,000 heavy goods vehicles cross Switzerland's approximately 2,000 km long border. Federal government received 65 million Swiss francs every day from customs duties in 2012. These revenues are required by the state to perform its duties on behalf of the Swiss people. On an average day the border guards detect 55 legal offences, arrest 37 wanted persons, uncover 39 violations of the Asylum Act and Aliens Act, seize three kilos of narcotic substances and confiscate five falsified documents.

### Protecting the economy, security and wellbeing

The border guards are deployed around the clock on our borders, in the border regions, on boundary waters, on international rail services, at airports and also abroad to protect Switzerland and its inhabitants. They perform security policing, customs and immigration duties. This diversity makes their role an exciting one. Dealing with a wide range of different people and cultures presents great challenges for the border guards. Carrying out checks on people always involves encroaching upon privacy and requires the ability to “make judgements, reach decisions and react appropriately”. Specialist expertise and an insight into human nature are needed. The border guards must be physically and mentally fit. A career in the Swiss Border Guard unit can quite literally take you to the frontiers and beyond, since the border guards are also deployed abroad in, for example, operations involving Frontex, the European border agency.

Trans-frontier cooperation with partner authorities is also vital to combat cross-border criminality.

### Joining the border guards

Prospective border guards undertake a rigorous three-year training period with a modular structure to prepare them for their tasks. The theoretical part of the training takes place at the Swiss Customs Administration's training centre in Liestal (canton of Basel-Land). The practical training is carried out in a region to which the aspiring border guards are assigned.

The basic training in the first year consists of theoretical modules and practical



deployment at the border. Highly experienced instructors provide the trainees with support. The training period is just as diverse as the future role itself. Topics covered include border guard and customs service, law, criminalistics, searches, document inspection, firearms training, security and intervention methods, sport and psychosocial skills. Once the first year of service has been completed successfully – including all modules and professional examinations – trainees take the “Swiss Federal Border Guard Qualification” practical examination.

Trainees' skill sets are further enhanced in the second and third years of service with advanced courses in search and rescue, document inspection, criminalistics, security operations and operational tactics. The training is completed once these modules have been passed. Border guards can then pursue the specialist and/or management career paths.

### Specialist and management careers

To enable its employees to fulfil their potential, the Swiss Border Guard unit provides them with the opportunity to specialise in handling guard dogs as well as narcotics and explosives detection dogs or to focus on, for example, document forgeries, vehicle checks, narcotic substance analyses or x-raying of baggage and other items. Border guards are also prepared for deployment abroad on security missions concerning civil aviation (air/ground marshals).

Employees with exceptional management and organisational skills can pursue career opportunities as head of operations, head of team or unit, head of service or as officer. The management career path with management training at the Swiss Police Institute and the Federal Training Centre paves the way for sitting the “Higher Professional Examination”, an advanced vocational qualification at tertiary level.

ARTICLE BY STAFF-ADJUTANT ATTILA LARDORI OF THE SWISS BORDER GUARD UNIT

### RIGOROUS SELECTION PROCEDURE

Anyone wishing to join the Swiss Border Guard unit is subjected to a rigorous selection procedure. In addition to team-working and communication skills, interpersonal skills, strong powers of comprehension, independence, reliability, assertiveness and perseverance, applicants must meet the following criteria:

- Swiss citizenship or dual citizenship. Dual citizens cannot have undertaken military service abroad.
- Possession of a Swiss Certificate of Competence following professional basic training of at least three years' duration or an equivalent qualification (e.g. Swiss university entrance qualification).
- Age between 20 and 35.
- Minimum height of 168 cm for male applicants and 160 cm for female applicants.
- Class B driving licence (vehicles with a total weight of up to 3,500 kg and no more than eight seats plus the driver's seat).

Working in the Swiss Border Guard unit requires a high degree of individual responsibility and offers many challenges as well as training and development opportunities. It also provides progressive working conditions and employee benefits in accordance with the Federal Personnel Act.

## Swiss Image-Ambassadors

**At the 91st Congress of the Swiss Abroad in Davos, Federal Councillor Eveline Widmer-Schlumpf emphasised the vital contribution that the Swiss abroad make to Switzerland's positive image: "Swiss citizens who settle abroad become ambassadors for our nation." Presence Switzerland asked two Swiss abroad whether they actually see themselves as ambassadors for Switzerland in their new countries.**

**Marc Andre Godat, IT consultant and CSA delegate, in Australia since 1999:**



*Do you see yourself as an ambassador promoting Switzerland's image in your new country?*

Yes, and that is certainly true for most of the Swiss living here. The distance from your native country is a major factor. Expats in Australia cannot simply return home to Switzerland for a long weekend. But as we still long for a raclette or fondue or want to celebrate 1 August, we often do so at club events. There is always an interesting dialogue with Australians and cultural exchange is quickly established.

*What do you do on behalf of Switzerland?*

On a public level, I was President of the Swiss Society in Queensland for four years. Our club's mission to "preserve and promote the Swiss heritage and goodwill between Australia and Switzerland through social and cultural activities" is put into practice at every event. We now even have some Australian and international members of the club. On a private level, I try to make our Australian friends more familiar with Swiss culture, but have failed to achieve much success with encouraging people to "look one another in the eye" when making a toast.

*How is Switzerland perceived in your country of residence?*

The general perception is of a nation of banks, chocolate, high cost of living, cows and "The Sound of Music", while buzzwords like Xstrata, UBS, globalisation, FIFA and neutrality also sometimes crop up. Except for occasional articles on dubious banking practices or the questionable activities of some major Swiss companies, such as in the mining sector, the media do not provide much coverage. There is much greater interest in Germany, seen as the powerhouse of Europe, and, of course, the UK. Switzerland nevertheless enjoys a very good reputation and is seen by many Australians as a dream destination because of its picture-postcard scenery.

*Which aspects of Switzerland would you like to raise the profile of?*

First of all, I'd say tourism. Australians who travel to Europe usually visit the UK, France or Italy. Switzerland is left out as it is often regarded as being too expensive or exclusive. They do not realise that the cost of renting a chalet in the Swiss mountains for a week is the same as a three-night stay in a hotel on the Gold Coast in Queensland. Secondly, Switzerland is at the forefront of innovation, research and educational institutions. In the post-mining investment boom, Australia must rethink its strategy in order to open up new markets. Training and development opportunities are vital and doors are opening here that could be attractive and lucrative for both countries.

*What do you make of the "Heidi vs. high-tech" slogan?*

They are essentially two buzzwords that are more powerful together than alone. The Australians I know who have worked in Switzerland and returned home would go back in an instant. Perhaps the slogan "high-tech Heidi" would be more fitting as this is the combination that makes Switzerland such an attractive place to work. A good salary and high standard of living appeal to the best minds in the world and this is where Switzerland can come up trumps – "game on"!

*What role could the Swiss abroad play here?*

Every expat is an ambassador and there are plenty of Australians who enjoy trav-

elling and take an interest in different cultures. There are always situations in which you have the opportunity to provide friends or anyone interested in an insight into life in Switzerland. Joining a club is also beneficial. Swiss clubs have much more to offer than fondue and "Jass" evenings. They provide a platform for cultural exchange and a network for establishing social and professional relationships. Who can afford NOT to belong to a network today?

**Bianca Rubino, a student, has lived in Italy since childhood:**



*Do you see yourself as an ambassador promoting Switzerland's image in your new country?*

Born in the Bernese Seeland city of Biel, I have always seen myself as an ambassador and promoter for Switzerland. I'd say, above all, at the places where I live and study – Trapani and Modena in Italy, but also in the Netherlands, France and Spain, where I have enhanced my knowledge in "European studies".

*What do you do on behalf of Switzerland?*

I often speak to my Italian friends about Switzerland and give them an idea of what our country is like beyond the obvious clichés, even if raclette evenings have been a standard at home for years. I speak with other Swiss in dialect at the events held by the Swiss Club in Sicily and am president of the Youth Committee of the Umbrella Organisation of the Swiss Societies in Italy. We organise events and encourage young Swiss abroad, mainly via social media, to attend the congress of the Umbrella Organisation in Italy.

### *How is Switzerland perceived in your country of residence?*

Italians mainly regard Switzerland as a neighbouring country characterised by its financial centre and exclusive ski resorts. Besides economic policy issues, they primarily focus on tourism, including Switzerland's natural beauty and its "Heidi image", as well as the culinary clichés of chocolate and cheese with holes in it. Swiss technology is also widely known thanks to the expression "as accurate as a Swiss watch".

### *Which aspects of Switzerland would you like to raise the profile of?*

Switzerland possesses many assets in terms of its political and democratic system and its four national languages make it an extraordinary place. I have always been fascinated by these aspects and believe they should be marketed more effectively. Our linguistic diversity pays testimony to co-existence on an administrative and day-to-day basis, even in smaller bilingual towns like Biel, while it also reflects Switzerland's cultural wealth.

### *What do you make of the "Heidi vs. high-tech" slogan?*

In my view, Switzerland is strongly attached to its traditions, landscapes and natural environment – mountains, lakes, meadows – in other words, everything associated with "Heidi". But Switzerland is also a high-tech country. The two concepts should not be seen as contradictory, therefore, but instead as complementary and mutually compatible.

### *What role could the Swiss abroad play here?*

The Swiss abroad have the opportunity to embrace and convey both concepts – "Heidi" and "high-tech" – as acting in synthesis rather than conflicting. They can attend traditional yodelling events in the mountains, on one hand, but also participate in political life in Switzerland thanks to the technologically advanced system of e-voting, on the other hand.



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The latest "Swiss Review" and previous issues can be read and/or printed out at any time at [www.revue.ch](http://www.revue.ch). "Swiss Review" (and "Gazzetta Svizzera" in Italy) is sent to all Swiss households abroad registered with an embassy or consulate general free of charge either electronically (via email or as an iPad/Android app) or in printed format.

## ELECTIONS AND REFERENDA

Three proposals will be put to the vote on 24 November 2013:

- Popular initiative "1:12 – for fair pay"
- Popular initiative "Family initiative: tax relief also for parents who look after their own children"
- Amendment of 22 March 2013 to the Federal Act on Tax for the Use of the National Road System (Nationalstrassenabgabegesetz, NSAG)

All information on the proposals (voting pamphlet, committees, party statements, electronic voting, etc.) can be found at [www.ch.ch/abstimmungen](http://www.ch.ch/abstimmungen).

2014 referendum dates: 9 February; 18 May; 28 September; 30 November.

## POPULAR INITIATIVES

No new popular initiatives had been launched since the publication of edition 4/2013 of "Swiss Review" and by the time of going to press for this edition. The list of pending popular initiatives can be found at [www.bk.admin.ch](http://www.bk.admin.ch) under Aktuell > Wahlen und Abstimmungen > Hängige Volksinitiativen.

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## Little gems

### Small book but highly pleasurable reading

Arno Camenisch comes from the canton “where driving was banned until 1925”, as he himself once said – from the canton of Grisons, that is. Camenisch, born in 1978, is now an author. These days, he lives in Biel/Bienne rather than Grisons but still has a strong affinity with his childhood home. This is also apparent in his first book “Sez Ner”. In this small book – where German and Romansh are printed side by side – an alpine herdsman, his helper, a cattle herder and a swine herder tell of their work on the alpine pastures at the foot of the Piz Sezner mountain. Camenisch’s work is not a contin-



uous narrative and certainly does not depict an alpine idyll. It is a loose sequence of scenes in which the author’s delight in the comical and sometimes grotesque continually comes to the fore. Literary critic Hardy Ruoss has described the book as “a great linguistic phe-

nomenon, perhaps even a linguistic surfeit but most certainly a linguistic celebration”. “Sez Ner” has already been translated into French, Italian, Dutch, Hungarian and Rumanian, while translations into Spanish and English will follow shortly. The book is published by a small Swiss publishing house, Urs Engeler. “Sez Ner” is also available as an audio book in German and Romansh. (BE)

Reading by Camenisch at the Leipzig Book Fair on YouTube:  
[www.youtube.com/watch?v=k0kgtaf1Sms](http://www.youtube.com/watch?v=k0kgtaf1Sms)



### Radio for folk music lovers

“Please, please keep playing your wonderful folk music”, “God bless you, please keep the site going”, “It would feel like the end of the world if your station stopped transmitting,” – dozens of comments with compliments like these can be found on the homepage of “Radio Heimatklang”. Since the Emmental-based radio station first went on air a year and a half ago, its fan base and number of supporters has constantly risen. 25,000 listeners from all over the world tune into “Radio Heimatklang”

every day. The driving force behind the project is Marc Lauper, who is today a pastor in Eggwil and previously spent six years preaching in Canada. The station mainly broadcasts folk music from Switzerland and the alpine region and there is a sermon from one of the Swiss national churches on Sundays at 9.30 a.m. CET. “Radio Heimatklang” can be received via satellite, cable and the Internet. (BE)

Its website is very informative and well presented.  
[www.heimatklang.ch](http://www.heimatklang.ch)  
 Video on YouTube: [www.heimatklang.ch/heimatklang/youtube-video2](http://www.heimatklang.ch/heimatklang/youtube-video2)

### Bernese bear joins the Swiss abroad

Berne is extremely fond of its own heraldic animal, the bear. The Bernese were therefore astonished at the decision made by the Bear Park in Berne this summer to expel one of its resident bears, three-and-a-half-year-old Berna, to Bulgaria. The reason was that Berna was behaving extremely badly. She was aggressive towards her own mother Björk and had given her some nasty bites. These attacks forced the park management to take action. The



expatriated bear is being accommodated at the small zoo in the Bulgarian provincial town of Dobrich. Berna did not put up any resistance and seems happy in Dobrich. Thanks to the support of an NGO from Schaffhausen, the zoo there is today a model for animal-keeping and a fine example of successful development cooperation. Berna’s enclosure is far from modest: it is located in the extensive grounds of the former Dobrich residence of the former socialist leader Todor Zhivkov. (MUL)



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## Bulletins

### New head for financial matters

Jacques de Watteville has been appointed the new head of the State Secretariat for International Financial Matters (SIF). He will succeed State Secretary Michael Ambühl. The 62-year-old Jacques de Watteville is currently the ambassador to China. He was previously head of the Swiss Mission to the European Union in Brussels from 2007 to 2012. Prior to that, he was the Swiss ambassador to Syria (2003–2007). Watteville's many years of experience, his international profile and his excellent contacts were key factors in the Federal Council's decision to appoint him.

### Agreement with the USA endorsed

Following in the footsteps of the Council of States, the National Council approved the Agreement on the Implementation of the US Tax Law FATCA (Foreign Account Tax Compliance Act) during the autumn session. This law enables the USA to force banks abroad to disclose the accounts of US clients to its tax authorities. The banks are obliged to implement the law from mid-2014 onwards or will otherwise be excluded from the US capital market. Opposition to the Agreement mainly came from the Swiss People's Party (SVP). It condemned the adoption of foreign tax law as unacceptable. Representatives of other parties also expressed reservations over "US imperialism" but viewed resistance as counterproductive.

### Parliament in favour of new fighter jets

The National Council overwhelmingly approved the purchase of 22 Gripen fighter jets

at a cost of 3.1 billion Swiss francs, with 113 members voting in favour during the autumn session. The Social Democrats, Green Liberals and left-wing groups immediately declared that they would call a referendum to put the deal before the Swiss people. A referendum will almost certainly be held and looks set to take place in 2014.

### SP celebrates its 125th anniversary

The Swiss Social Democratic Party, which was founded on 21 October 1888, celebrated its 125th anniversary in Berne on 7 September. Around 3,000 guests attended the celebrations, including former Federal Councillors Ruth Dreifuss and Moritz Leuenberger as well as one-time party president Helmut Hubacher. There was a long round of applause for the two incumbent Federal Councillors, Simonetta Sommaruga and Alain Berset, who played "The Entertainer" by Scott Joplin – the theme music for "The Sting" – four-handed on the piano.

### In a class of her own

Guilia Steingruber won Gold in the All-Round event and on all four pieces of apparatus at the Swiss Artistic Gymnastics Championships. In the vault, her specialist event, the 19-year-old European champion was simply outstanding – she obtained the top score for the Chusovitina with 15,600 points. Following her success in 2011, it is the second time that Steingruber has triumphed in all five disciplines. The most successful gymnast in the men's events was Kevin Rossi, who won Gold in the floor exercise, on the parallel bars and on the high bar.

## Quotes

*"We are being vilified and blackmailed, bigger countries are ordering us around."*

Ueli Maurer, Swiss President, in his 1 August address

*"The thinking person has the strange characteristic to like to create a fantasy in the place of the unsolved problem."*

Johann Wolfgang von Goethe, German poet (1749–1832)

*"Switzerland is not surrounded by enemies. It is simply confronted with changing realities."*

Alain Berset, Federal Councillor, in his 1 August address

*"The importance of the law of might is again increasing at the expense of international law. (...) Switzerland, which is committed to the principle that law has precedence over power, must resist this trend."*

Federal Councillor Didier Burkhalter at this year's Ambassadors Conference in Berne

*"To achieve the possible, we must attempt the impossible again and again."*

Hermann Hesse, author and painter (1877–1962)

*"The foundations of our political culture have survived much more uncertain times than these."*

Alain Berset, Federal Councillor

*"Everything that needs to be said has already been said. But since no one was listening, everything must be said again."*

André Gide, French author (1869–1951)



Niklaus Meienberg was what is commonly known as an enfant terrible. A journalist and author, he was analytical, provocative and meticulous in his research into topics like suppressed aspects of Swiss history and the career of Federal Councillor Elisabeth Kopp's husband. His milieu studies and reportages remain legendary, and his passionate use of sometimes almost baroque language adorned with expressions from dialect and French, the language he loved so dearly, was greatly admired. He died twenty years ago on 22 September 1993 – angst-ridden, he took his own life. His works, most of which are still available, make highly pleasurable reading even today.



Castagnata, Ascona, Ticino

## “La castagnata”.

### Chestnut festivals: a much-loved tradition

Every autumn, chestnut festivals attract guests from all over the world to southern and central Switzerland, and to the canton of Valais. They form part of the ceremonial setting where thanks is given for an abundant chestnut crop.

“La castagnata” is celebrated in the cantons of Ticino and Graubünden, where a festival is dedicated to the chestnut. Once considered the “poor man’s bread”, nowadays chestnuts are used in pasta, honey, jams and more. Roasted chestnuts are especially popular. Black on the outside, golden on the inside, chestnuts are served hot and shelled directly at the table, or enjoyed as part of traditional dishes known as “brasché” or “maronatt”.

According to legend, the first chestnut trees in central Switzerland were planted in the mid 15th century, in the town of Kastanienbaum (LU). In Greppen, on Lake Lucerne, the “Cheschtene-Chilbi” is still held today, showcasing all of the chestnut products that Switzerland has to offer.

Brusio, in the Val Poschiavo, hosts a chestnut festival known as “La Sagra della Castagna” in October, with hot, sweet chestnuts, music and a market. Here, the chestnut is a symbol of a long culinary and agricultural tradition.

In Fully (VS), in the canton of Valais, people have a special attachment to roasted chestnuts. “La Brisolée” is a cosy get-together with family and friends that takes place at the height of the “Fête de la Châtaine”.

### A feast for the senses

During the Castagnata in Ascona, chestnuts are roasted on the main square. This festival features folk music, colourful activities, crafts made from chestnuts, even ice cream.

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### Traditional or royal

“La Brisolée” in Fully takes place during the hunting season. Traditionally, chestnuts are roasted on a log fire. When enjoyed with sausage products, the dish is known as “royal”.

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### Cuisine and culture

Hundreds of people flock to the chestnut festival in Brusio to celebrate the chestnut crop that used to feed the population all winter long in the olden days.

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